

ABSTRACT

A plurality of content presentation devices that present content data containing image, sound, text or other information. The content presentation devices include a content accumulating unit that accumulates content data, and an identifier storing unit that stores a content presentation device identifier uniquely identifying each of the content presentation devices. The content presentation devices also include an output unit that outputs the content data, and a communication unit that receives a switching control signal which instructs to switch the content data output from said output unit.